

IN THE CLAIMS

Please amend the claims as follows:

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)

7. (Currently Amended) The method of claim 6 A method for tracking and reporting traffic activity on a web site, comprising:

storing a web page on a first server coupled to a network;

requesting the web page from a visitor computer;

selecting the visitor computer for inclusion or non-inclusion within a sample group, said sample group being a subset of total traffic to the web site;

storing on the visitor computer, after the selecting step, a selection indicator associating with the inclusion or non-inclusion;

tracking traffic activity to the web site from the visitor computer and/or visitor only if the visitor computer is a member within the sample group, otherwise ignoring the traffic activity from the visitor computer;

receiving an image at the visitor computer responsive to the web page request;

setting the selection indicator to “true” at the visitor computer responsive to a first type of received image, otherwise setting the selection indicator to “false” responsive to a second type of image, wherein the image type is one selected from the group consisting of size or color; and

further including normalizing the traffic activity from the sample group to obtain normalized data reflecting approximate traffic activity from all visitor computers to the web site, wherein the selection indicator is set to “true” at the visitor computer responsive to the received image being 1x1 pixel in size, and wherein the selection indicator is set to “false” responsive to the received image being 1x2 pixels in size.

8. (Currently Amended) The method of claim 6 A method for tracking and reporting traffic activity on a web site, comprising:

storing a web page on a first server coupled to a network;

requesting the web page from a visitor computer;

selecting the visitor computer for inclusion or non-inclusion within a sample group, said sample group being a subset of total traffic to the web site;

storing on the visitor computer, after the selecting step, a selection indicator associating with the inclusion or non-inclusion;

tracking traffic activity to the web site from the visitor computer and/or visitor only if the visitor computer is a member within the sample group, otherwise ignoring the traffic activity from the visitor computer;

receiving an image at the visitor computer responsive to the web page request;

setting the selection indicator to “true” at the visitor computer responsive to a first type of received image, otherwise setting the selection indicator to “false” responsive to a second type of image, wherein the image type is one selected from the group consisting of size or color; and

further including normalizing the traffic activity from the sample group to obtain normalized data reflecting approximate traffic activity from all visitor computers to the web site, wherein the selection indicator is set to “true” responsive to the received image having a first color, and wherein the selection indicator is set to “false” responsive to received image having a second color.

9. (Currently Amended) The method of claim 4 A method for tracking and reporting traffic activity on a web site, comprising:

storing a web page on a first server coupled to a network;

requesting the web page from a visitor computer;

selecting the visitor computer for inclusion or non-inclusion within a sample group, said sample group being a subset of total traffic to the web site;

storing on the visitor computer, after the selecting step, a selection indicator associating with the inclusion or non-inclusion;

tracking traffic activity to the web site from the visitor computer and/or visitor only if the visitor computer is a member within the sample group, otherwise ignoring the traffic activity from the visitor computer; and

further including normalizing the traffic activity from the sample group to obtain normalized data reflecting approximate traffic activity from all visitor computers to the web site, further including the steps of:

setting a normalization multiplier in accordance with a ratio between the sample group and the total traffic on the web site;

normalizing the traffic activity by a normalization multiplier; and

posting the report including the normalized traffic activity for viewing over the network.

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

Please add the following new claims:

20. (New) The method of claim 9, wherein the web page includes web page code, data mining code, and cookie processing script, the method further including the step of operating the cookie processing script on the visitor computer to generate the selection indicator.

21. (New) The method of claim 9, the method further including:
storing cookie processing script on a second server;
receiving a request from the visitor computer at the second server;
operating the cookie processing script responsive to the request to generate the selection indicator; and
returning the selection indicator to the visitor computer for storage.

22. (New) The method of claim 9, wherein the first server includes cookie processing script, the method further including the steps of:
operating the cookie processing script responsive to the requesting step to generate the selection indicator; and
returning the selection indicator to the visitor computer for storage.

23. (New) The method of claim 22, further including the steps of:
embedding an image request within the web page;
causing the image request to be sent to a second server;
returning an image responsive to the image request; and
setting the selection indicator responsive to the image.

24. (New) The method of claim 9, further including the steps of:
receiving an image at the visitor computer responsive to the web page request; and
setting the selection indicator to “true” at the visitor computer responsive to a first type of received image, otherwise setting the selection indicator to “false” responsive to a second type of image, wherein the image type is one selected from the group consisting of size or color.

25. (New) The method of claim 24, wherein the selection indicator is set to “true” at the visitor computer responsive to the received image being 1x1 pixel in size, and wherein the selection indicator is set to “false” responsive to the received image being 1x2 pixels in size.

26. (New) The method of claim 24, wherein the selection indicator is set to “true” responsive to the received image having a first color, and wherein the selection indicator is set to “false” responsive to received image having a second color.